

Tobacco Sales in Oakland & Richmond

In 2019, total tobacco sales in Oakland and Richmond combined equaled **\$14.4M/year** or **\$40K per day**. This included cigarettes, vaping products, smokeless tobacco, cigars, and loose/pipe tobacco.

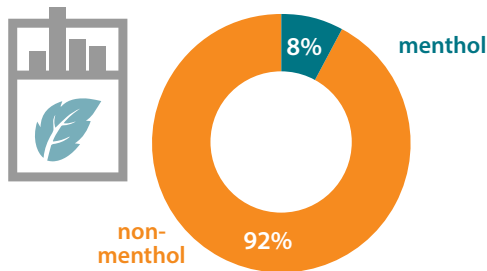
Tobacco sales data (Dec. 30, 2018 to Dec. 28, 2019) were licensed from Nielsen, a company that collects proprietary data from convenience stores (chains and smaller independent stores) as well as supermarkets, pharmacies, mass merchandisers (e.g., Walmart/dollar stores), and military commissaries. Nielsen data do not include liquor stores, smoke/vape shops, and online sales. During the study period, Oakland restricted flavored tobacco sales (including menthol) with exemptions for some retailers, and Richmond passed a comprehensive sales restriction on flavored tobacco.



Cigarettes

Cigarettes were **79%** of tobacco dollar sales.

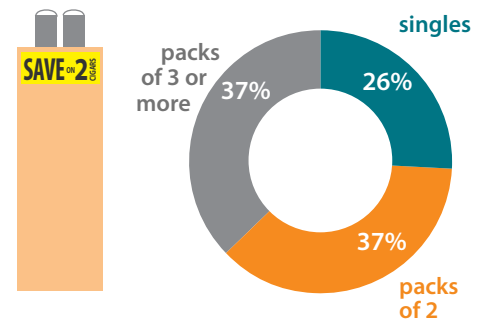
8% of cigarette sales were for **menthol-flavored cigarettes**.



Average pack price:
\$8.72 non-menthol **\$8.44** menthol

Cigars

37% of cigar dollar sales were for cheap **packs of 2**.



At least **259 different cigar products** (including cigarillos, large cigars, premium cigars, and little filtered cigars) were sold.

Pod Vaping Products



In one year, stores sold approximately **382 pods per day**, totaling **\$947K**.

The Nielsen data underestimate vape product sales. The sales period (12/30/18-12/28/19) occurred after JUUL Labs announced its intent to discontinue US retail distribution of some flavored pods (except mint, menthol, tobacco), and preceded the federal sales restriction on flavored pod/cartridge products.

14% of pod dollar sales were for mint/menthol flavors.



See Tobacco Sales Fact Sheets for other ASPIRE cities at aspirecenter.org/resources

Suggested citation: Tobacco Sales Fact Sheet for Oakland and Richmond combined (April 2021), Stanford Prevention Research Center, Advancing Science & Practice in the Retail Environment (ASPIRE, aspirecenter.org), funded by the National Cancer Institute #P01-CA225597.

One in six US adults lives in one of the 30 ASPIRE cities. Visit aspirecenter.org for more information, or email us with suggestions at aspirecenter@wustl.edu.